Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Original) A method comprising:

enumerating plausible queries of a target database using query generation rules; and

generating associated teasers for each of the enumerated queries using query-matching rules.

2. (Original) The method of claim 1 further comprising storing the enumerated queries and their associated teasers in a lookup table.

3. (Original) The method of claim 2 further comprising:

receiving a user query of the target database;

determining whether the user query matches an enumerated query in the lookup table; and

displaying the teaser associated with the enumerated query in response to determining.

4. (Original) The method of claim 1 wherein the query generation rules are domain specific.

5. (Original) The method of claim 1 wherein the query matching rules are domain specific.

6. (Original) The method of claim 1 wherein generating further comprises conflict resolution rules.

7. (Original) The method of claim 1 wherein the target database resides on a server connected to the Internet.

8. (Original) A computer program stored on a computer-readable medium, the computer program comprising instructions that cause a computer to:

enumerate plausible queries of a target database using query generation rules; and

generate associated teasers for each of the enumerated queries using query matching rules.

9-15. (Cancelled)

16. (Original) A method comprises:

pre-processing a target database;

building a mapping from selected queries to associated teasers for the target database;

receiving a user query for the target database; and

returning an associated teaser if the user query matches one of the selected queries.

17. (Original) The method of claim 16 wherein pre-processing comprises:

identifying selected queries in conjunction with query-generation rules; and

generating an associated teaser for each of the selected queries in conjunction with query-matching rules.

18. (Original) The method of claim 16 wherein building a mapping comprises storing each of the selected queries with the associated teaser.

19. (Original) The method of claim 18 wherein storing comprises placing each of the selected queries with associated teaser in a trie data structure.

20. (Original) The method of claim 18 wherein storing comprises placing each of the selected queries with associated teaser in a hash table.

21. (Original) The method of claim 18 wherein storing comprises placing each of the selected queries with associated teaser in a cache.

22. (Original) The method of claim 18 wherein storing comprises placing each of the selected queries with associated teaser in a lookup table.

23. (Original) The method of claim 16 further comprising displaying the associated teaser.

24 – 25. (Cancelled)

26. (Original) A computer program stored on a computer-readable medium, the computer program comprising instructions that cause a computer to:

pre-process a target database;

build a mapping from selected queries to associated teasers for the target database;

receive a user query for the target database; and

return an associated teaser if the user query matches one of the selected queries.

27. (Original) An apparatus comprising:

a memory that stores executable instructions; and

a processor that executes the instructions to:

pre-process a target database;

build a mapping from selected queries to associated teasers for the target database;

receive a user query for the target database;

return an associated teaser if the user query matches one of the selected queries; and

display the associated teaser to the user.

28. (Original) An apparatus comprising:

a memory that stores executable instructions; and

a processor that executes the instructions to:

enumerate plausible queries of a target database using query generation rules; and

generate associated teasers for each of the enumerated queries using query matching rules.